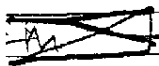


Saratoga

IF NEW PACKS ARE USED
PROBE TO SEE IF SARATOGA
SMOKERS /COMPETITIVE 120 SMOKERS
NOTICE DIFFERENCE, PREFERENCE,
COMMENT (POSITIVE OR NEGATIVE)
PROBE VISUAL /ARTISTIC ELEMENTS
STYLE, IMAGE + ATTRACTIVE
CONTRAST WITH OLD PACK,
STRENGTH OF VISUAL
FOR MENTHOL PROBE COLOR
ARRANGEMENT, STRENGTH, CHARACTER
PROBE PERCEPTIONS OF MENTHOL
IS A VIS OLD/NEW PACK, TAR +
NICOTINE LEVELS, MILDNESS VS
SMOKINESS, FLAVOR + APPEAR

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with new line!

how does
this change your
impression or
perception

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